



Building Sales and Marketing Alignment with ABM

The Age Old Battle: Sales & Marketing (Mis)alignment by Justin Gray CEO & Founder of LeadMD

Who is LeadMD?

- Strategic Marketo Partner
- Marketing Automation & CRM
- 2600+ Engagements
- Early adopters
 - Started out as a marketing automation agency NOT as a digital marketing agency
- 30+ Certified Marketo & SFDC experts



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Where the gloves meet: what's causing misalignment



This issue is nothing new.
*so why are we still
talking about it?*



What marketing **thinks** sales wants:

What sales **actually** wants:

Leads that have responded to campaigns



An introduction to a contact that's ready to roll



But just because someone clicked a button doesn't mean they're ready to buy

Campaign mentality

Ok, we need to generate some leads. Any ideas?



OMG I have a great idea, everyone is going to love it!



The problem with this mindset:
What's generated isn't something sales agrees is a lead!



Lead Interactions

Buyer Behavior

Trust

Reality

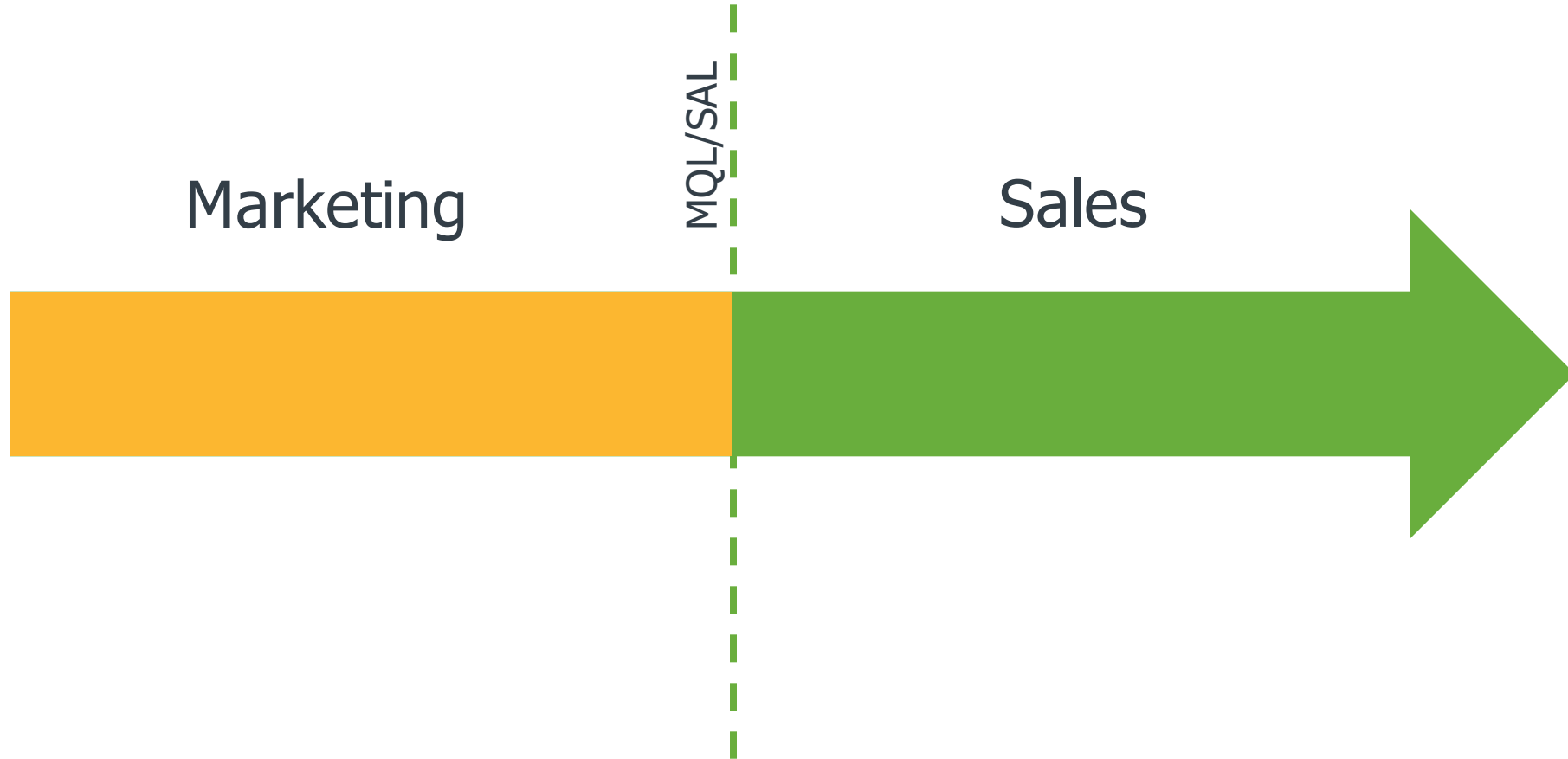


Sales Calls

Online

Sales & Marketing

What does this currently look like in the sales & marketing cycle?



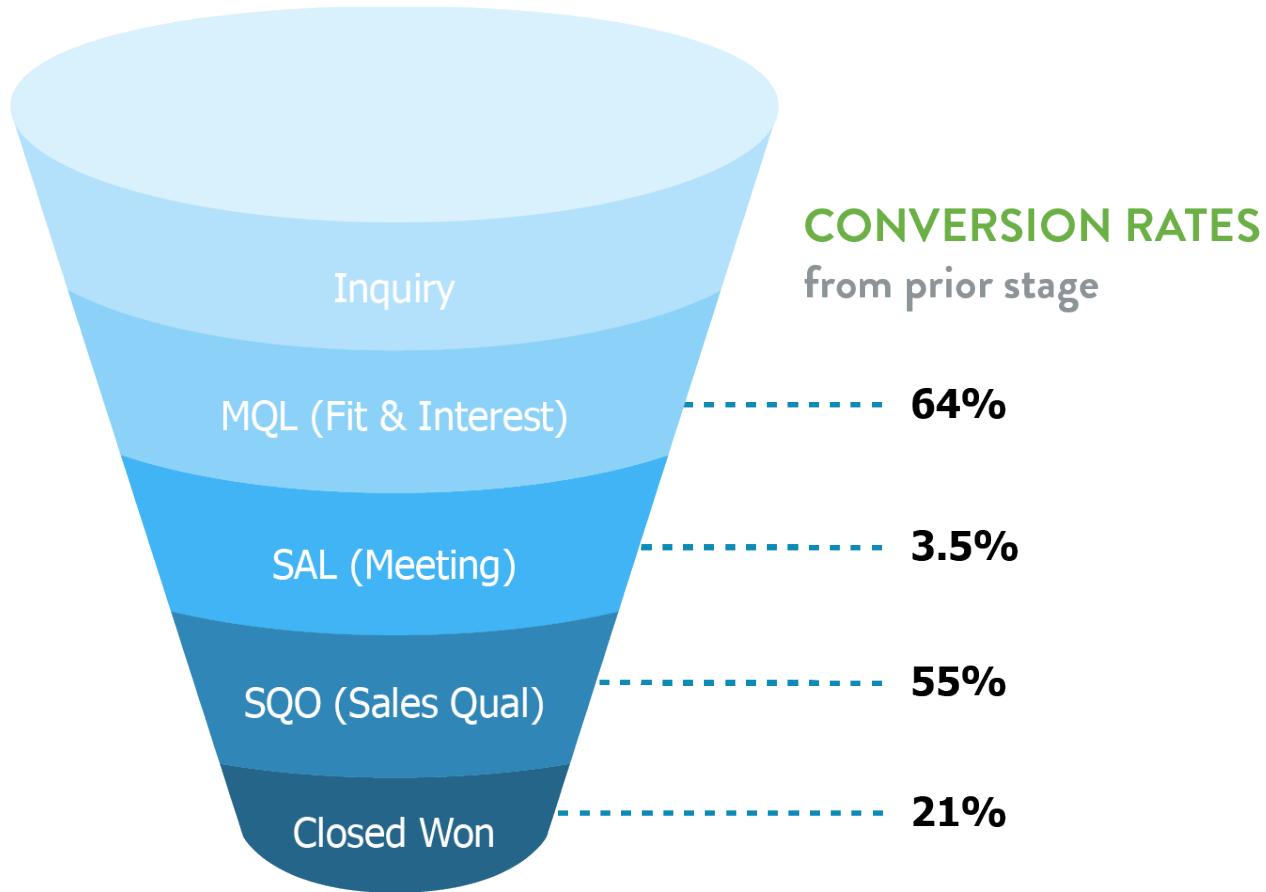
After long, you'll start to hear gripes from your sales guys (and gals)...

It makes sense: after so many bunk leads, why should they even bother?

- ***The result:*** Marketing trust breaks down & Sales behaviors move to low hanging fruit



The traditional funnel promotes waste.



For every 400 inquiries, only 1 becomes a closed opportunity.

That is a conversion rate of only .25%.



Meet Account Based Marketing

If it's alignment we seek, how do we get there?



What is an **Total Addressable Market?**

- **Total addressable market (TAM)** is a term that is typically used to reference the revenue opportunity available for a product or service.

What is an **ideal** **customer profile**?

- A description of a customer or set of customers that includes:
 - Demographic
 - Geographic
 - Psychographic characteristics
 - As well as buying patterns,
 - Creditworthiness
 - Purchase history

What is an **ideal** **buyer persona**?

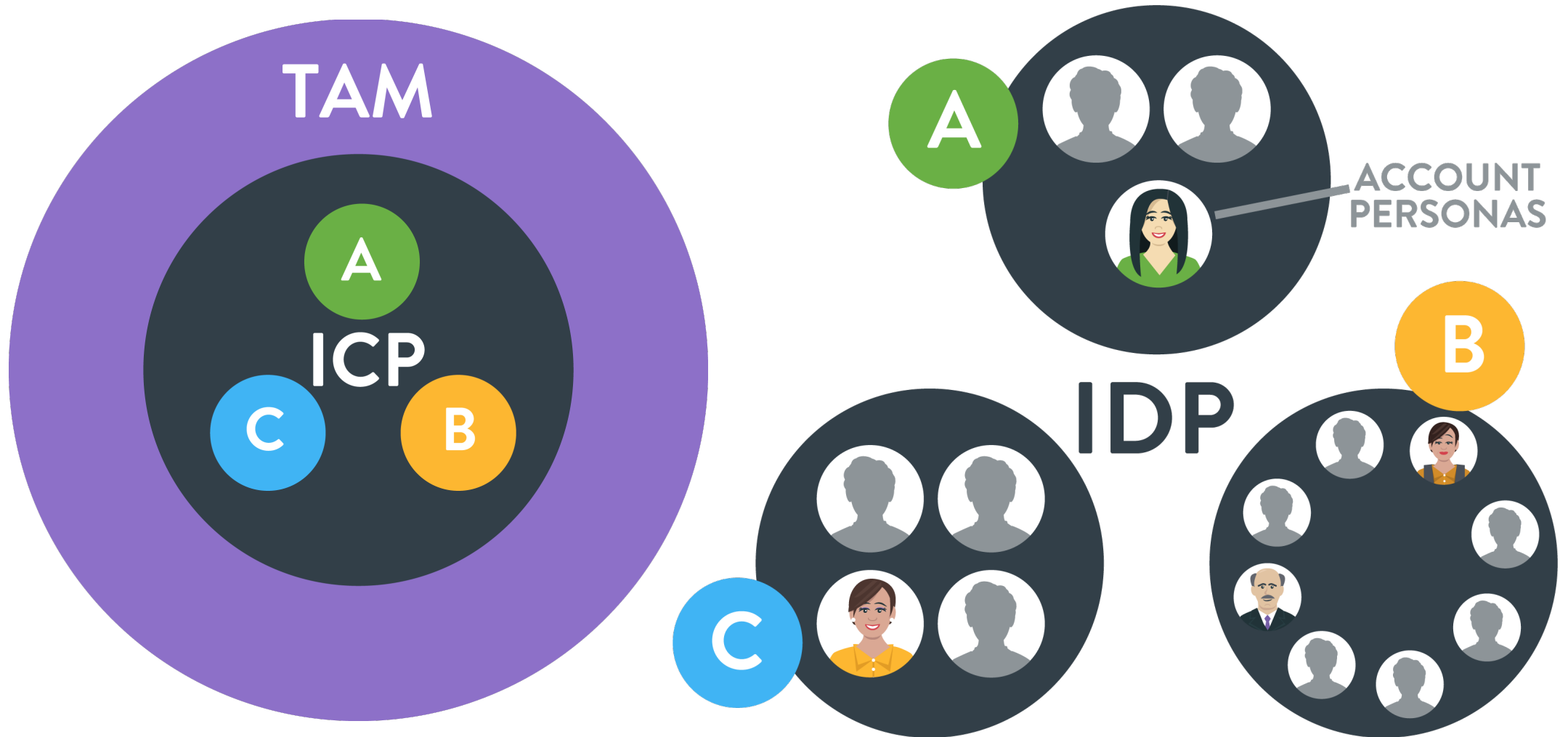
- A buyer persona is a detailed profile of your ideal buyers based on market research and real data about your actual clientèle.
- The more detailed your personas are, the more results they'll yield.

Get it together!

1. It's the job of both sales and marketing to agree on ideal customer profile
2. It's marketing's specific job to build the database and ensure the data is correct and properly structured.
3. Metrics need to be created that measure two critical items
 1. ICP/IBP Completeness
 2. Account Engagement



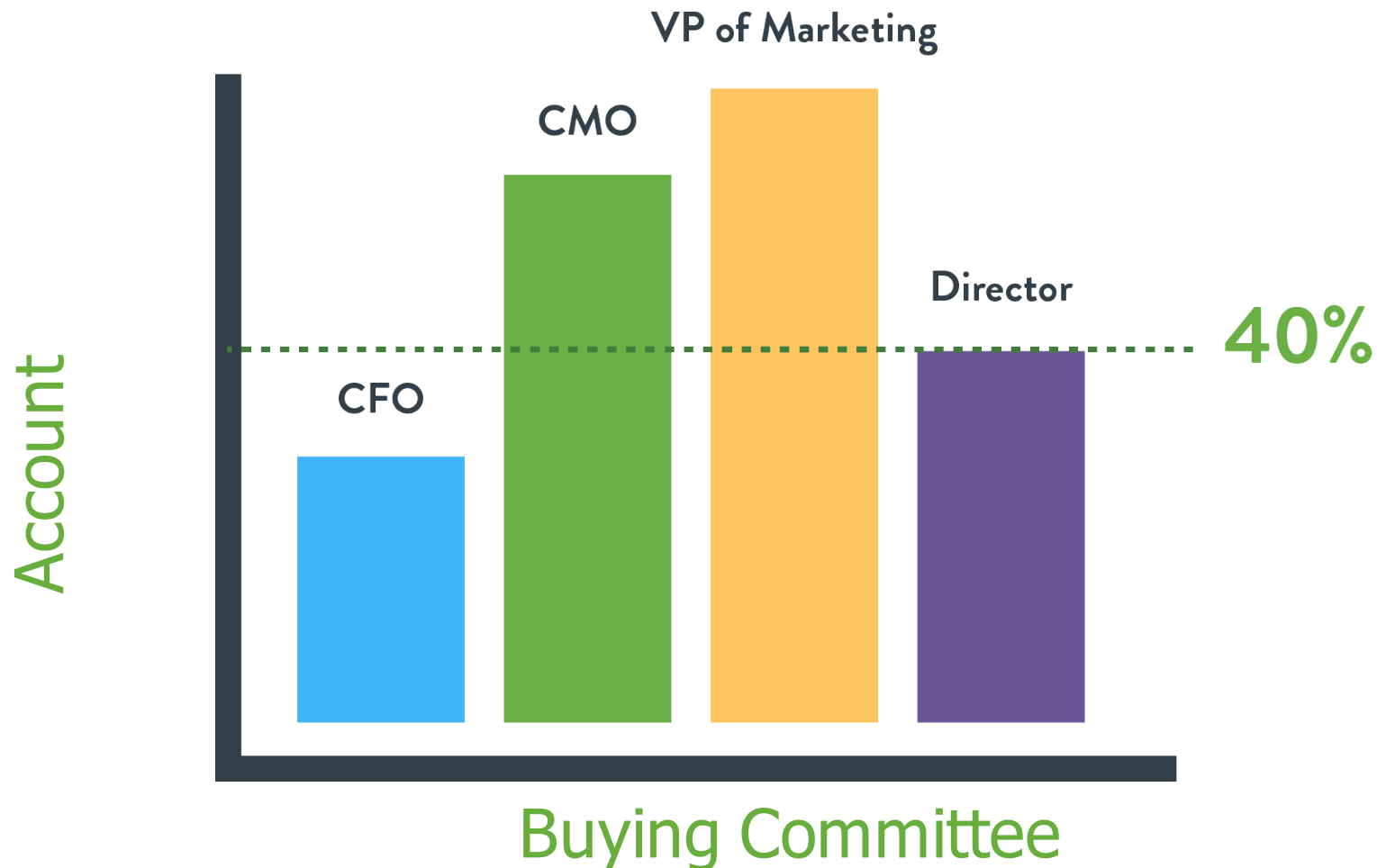
Let's talk about **alignment** under this model



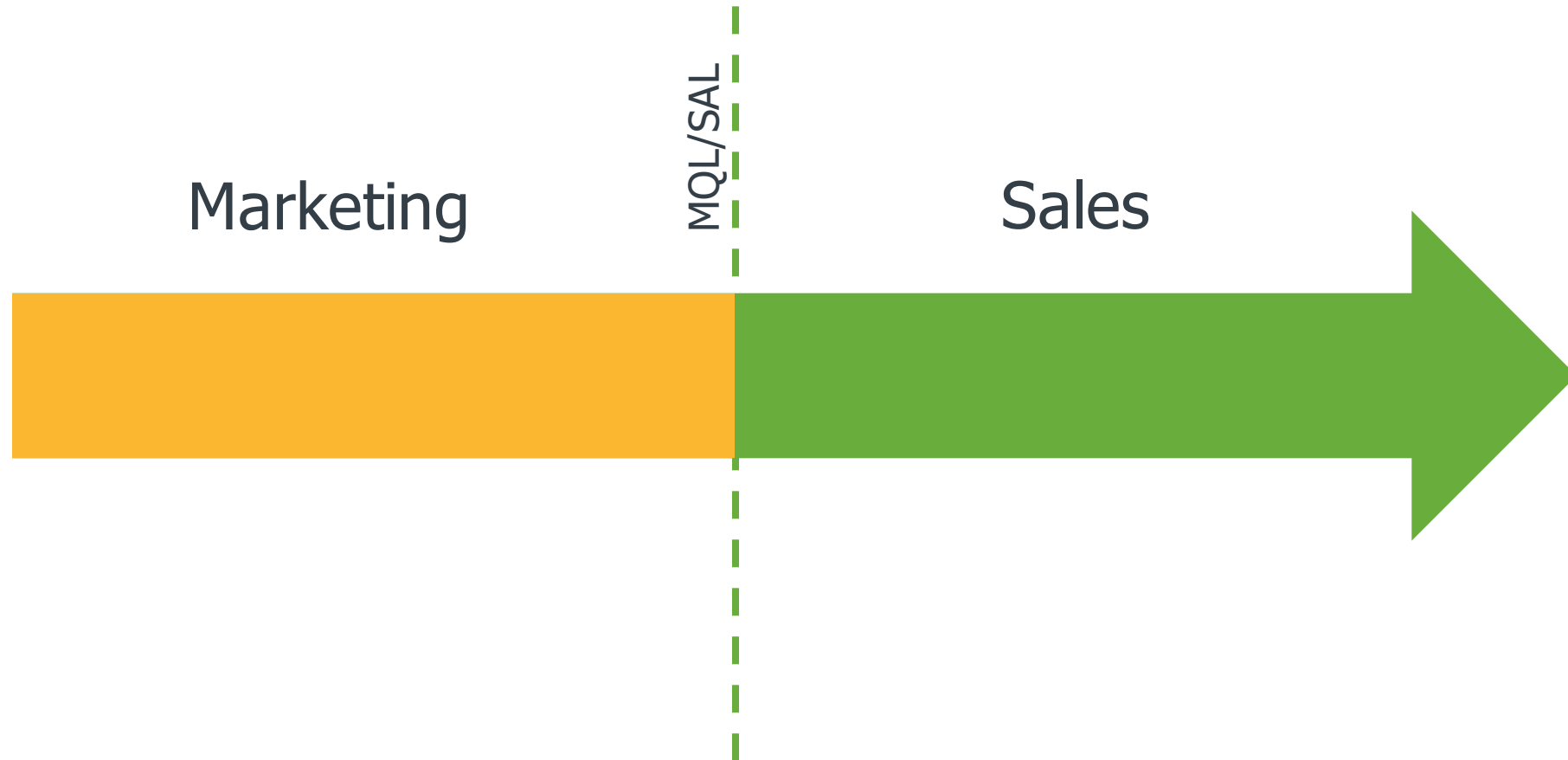
Think Account **Relationships.**
Not **Leads.**



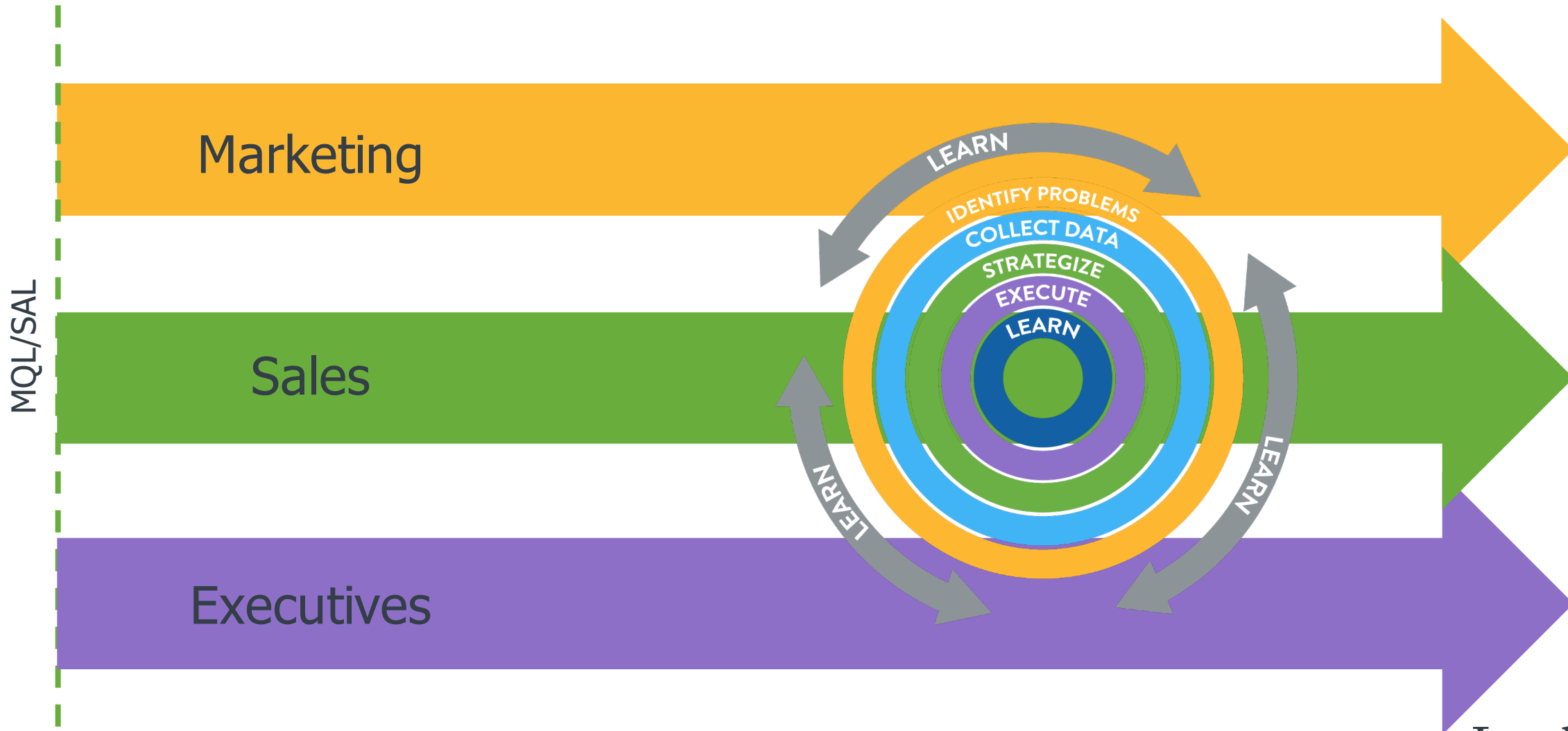
Buyer engagement as a joint account plan between sales & marketing



Remember this guy? It simply doesn't work

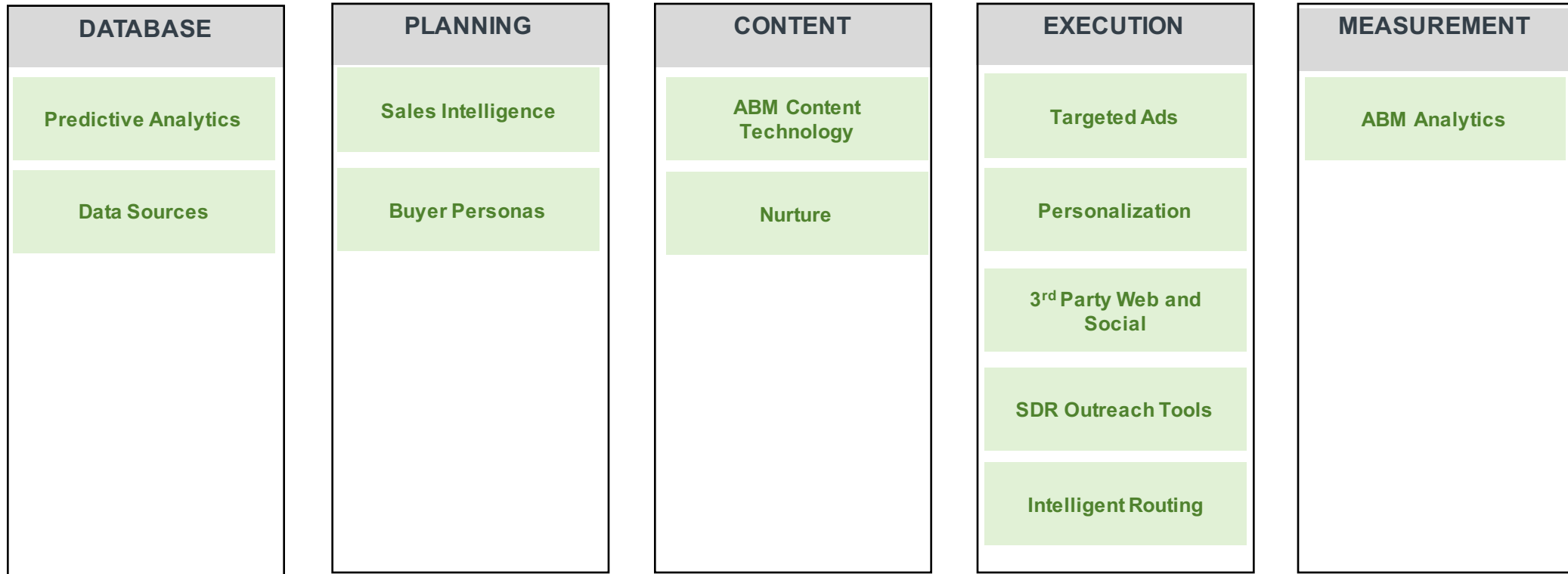


This is how you engage in an ABM model



ABM Go To Market Strategy

ACCOUNT BASED MARKETING MANAGEMENT



MARKETING AUTOMATION

CRM



You want to learn. We want to teach.

What do you want to learn today?

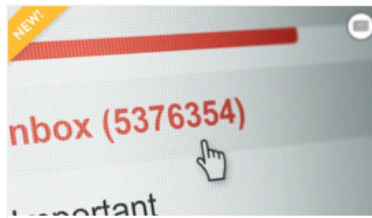
- MARKETING AUTOMATION SOFTWARE
- MARKETING BEST PRACTICES
- MARKETING INSPIRATION
- CONTENT TARGETING
- CONTENT CREATION
- BUYER PERSONAS
- B2B LEAD MANAGEMENT
- B2B MARKETING
- MARKETING AND SALES ALIGNMENT
- CONTENT PLANNING
- LEAD MANAGEMENT
- SALES PROCESS
- CONVERSATIONAL MARKETING
- DATABASE MANAGEMENT
- SALES FUNNEL

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